

Annual Report of the Communications Director
May 3, 2020

Marketing and communication activities have significantly ramped up during the past fiscal year.

1. Our social media presence has increased. Most events are posted on our Facebook page. A new Instagram account is also used to advertise upcoming events and showcase photos from Temple activities.
2. Press releases are issued for all events of interest to the wider community. A number of articles have appeared in the *Eagle-Tribune* and *Jewish Journal*. Events have been listed in the *Boston Globe*, *Haverhill Life*, *Jewish Journal*, and *Jewish Boston* online and print calendars.
3. The Temple now uses Constant Contact for most email communications, including the Shavuon, religious school news, bulletin distribution, and death notices. This platform allows us to better manage our mailing lists, streamline the number of emails, and create a standard brand appearance for our communications.
4. We are using Canva to create more visually interesting graphics for Temple events. These graphics are used in internal communications and on social media.
5. As the coronavirus crisis changes how we interact in profound ways, we are using all of our communications tools—social media, the Temple website, emails, and press releases—to keep our community connected.

We will continue to increase the Temple's visibility through social media, our website, and email communications over the upcoming year.

After thirteen years, Robin Zaremba has decided to step back from producing the Temple bulletin. Thank you, Robin, for the wonderful work you have done in keeping our members informed! I'll be taking over bulletin design, and I have some big shoes to fill.

Paula Breger
Communications Director